

WHAT THE HELL? SENTIMENT ON CALLS

Using Customer Interaction Analytics



Brian Kaufman
Manager, Solution Architects

Callminer

LISTEN TO YOUR CUSTOMERS. IMPROVE YOUR BUSINESS.

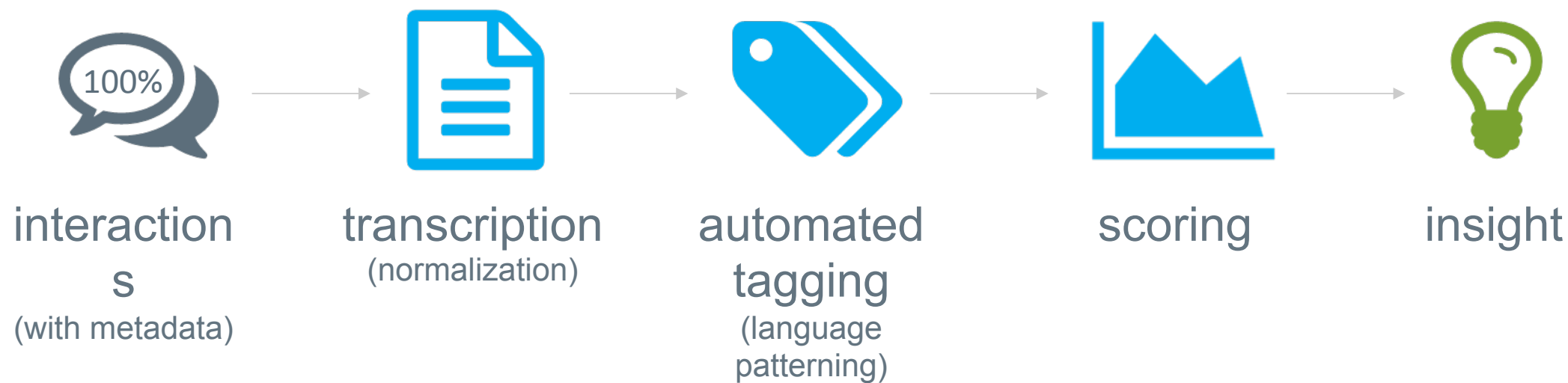
Customer engagement optimization through analytical insight

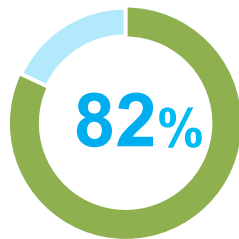
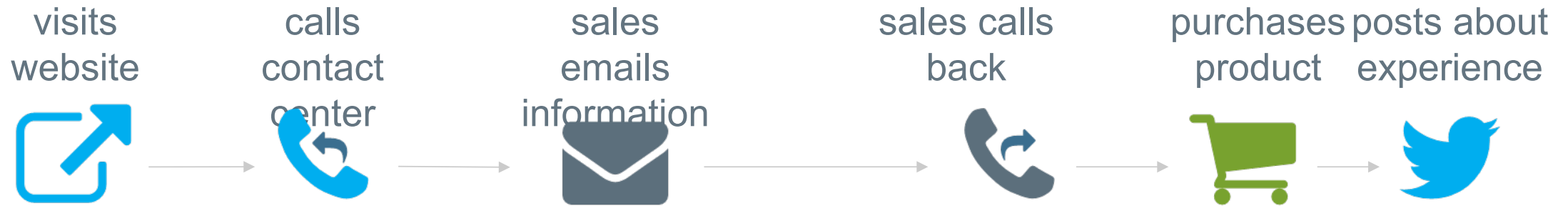
- * Strong track record in contact center performance
- * Unified view across voice, chat, email, social
- * Scaled to process 18 years (160k+ hours) of audio **every day**

Improving agent performance for...

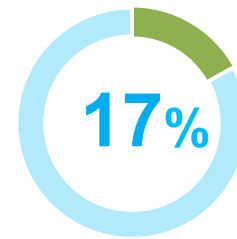
- * Better customer service/satisfaction
- * Regulatory compliance
- * Increased sales
- * Reduced operational cost
- * Predictive Churn







revenue from
journeys with > 3
touches



post about their experience
on social media

interaction metadata

customer ID: **1298281**
agent: **Gabriel Nelson**
department: **sales**
supervisor: **Jay Schmidt**
date: **Oct 15, 2012 – 9:36AM**
direction: **inbound**
DNIS: **800-555-5595**

workforce metadata

agent tenure: **senior**
service level: **94%**
shift time: **3.25 hours**
skill set: **technical sales**

crm data

customer ID: **1298281**
customer tier: **gold**
customer ACV: **\$1,649**
products: **Triple Play**
city: **Fort Myers**
subscribe date: **8/23/2010**
successful sale: **yes**
NPS: **7**

marketing automation data

campaign: **Bing PPC Mobile**
geo location: **Northeast**
lead score: **110**

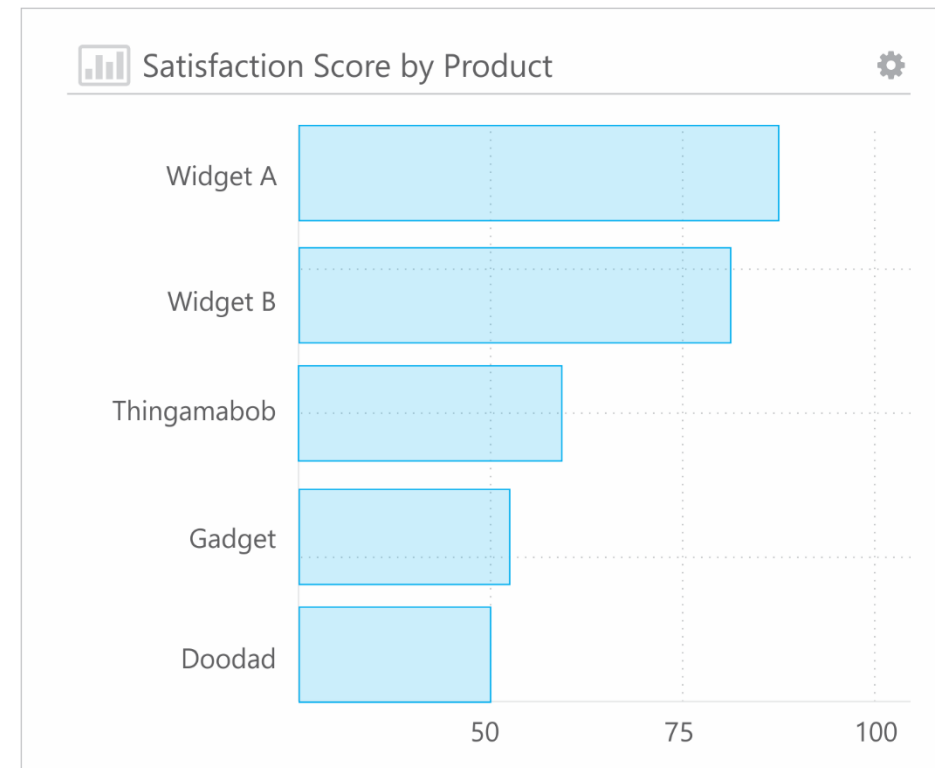
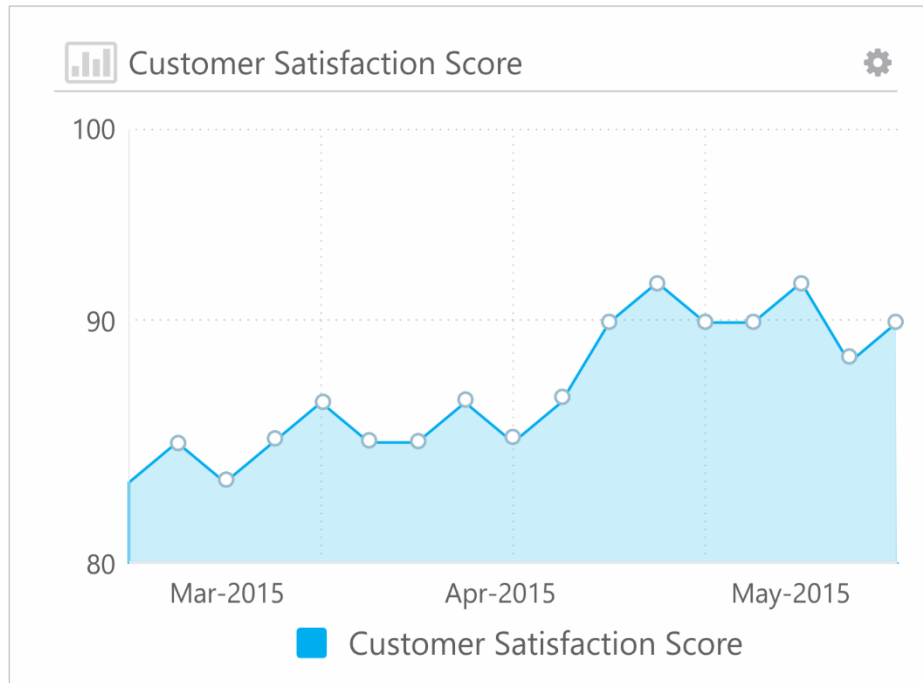
MEASURING CUSTOMER SATISFACTION (EXAMPLE)

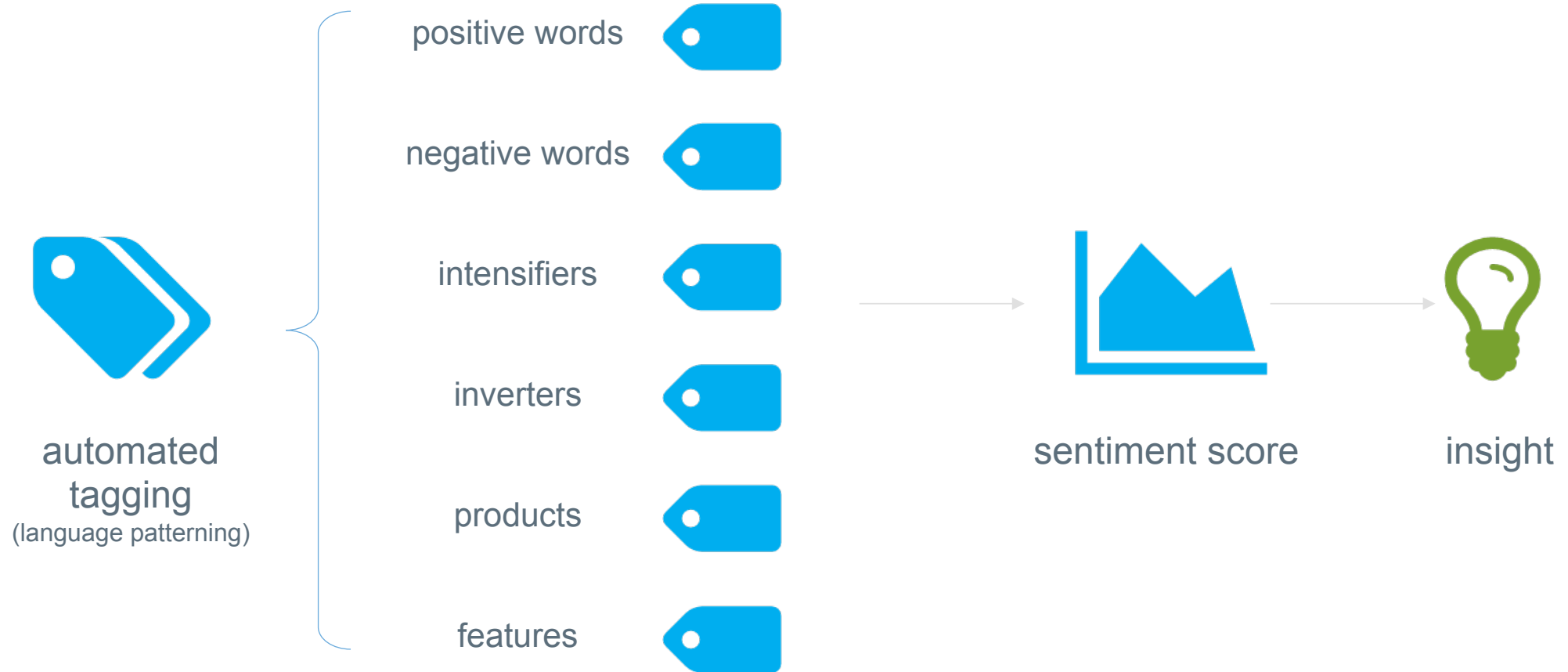
Score every customer interaction...



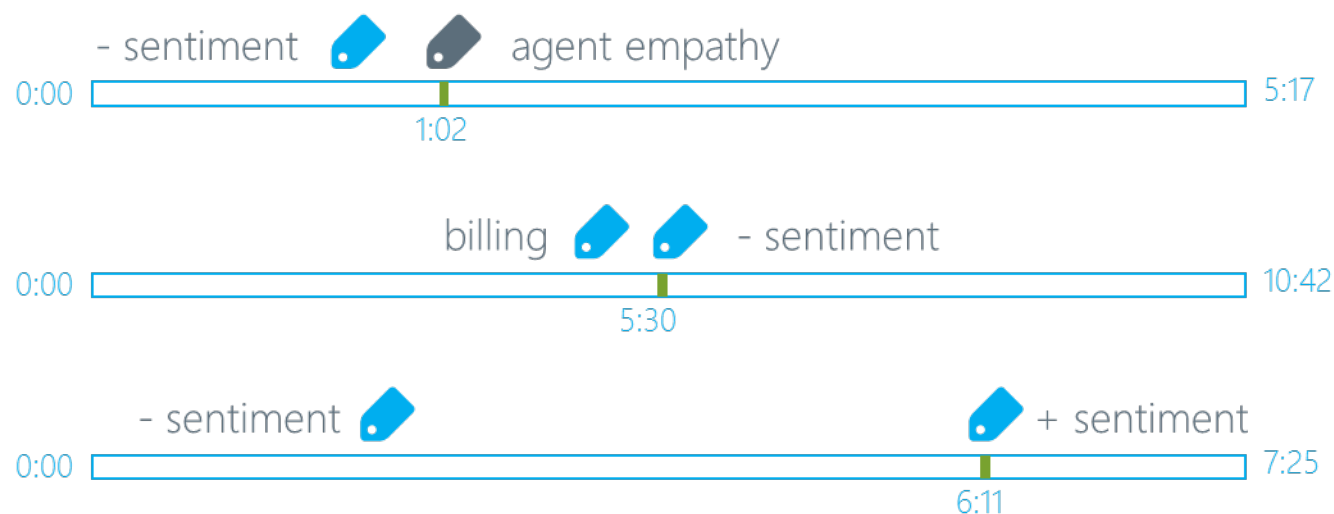
TIMELY DATA, COMPARED ACROSS METADATA/ MENTIONS

Products, call reasons, agents/teams, regions, customer segments, etc.





- * Use previously saved tags (language patterns) as building blocks
- * Combine with other building blocks, words or phrases
 - AND, OR, NOT, NEAR, BEFORE, AFTER or target location of call




...for rapid analytical insight.

SENTIMENT ANALYSIS – COMPARING SENTIMENT

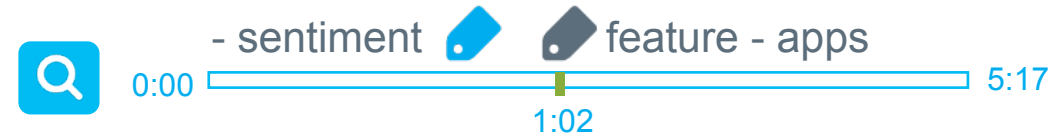


LISTEN TO YOUR CUSTOMERS. IMPROVE YOUR BUSINESS.

Features	_Sentiment 	Positive Sentiment Score	Negative Sentiment Score
Features avg	4.03(5291)	5.06(5291)	-1.02(5291)
Connectivity 	3.13(366)	4.8(366)	-1.67(366)
Apps 	3.74(783)	4.84(783)	-1.09(783)
Memory 	3.78(311)	4.78(311)	-0.99(311)
Screen 	3.81(2039)	4.41(2039)	-0.6(2039)
Headset or Speaker 	4.11(300)	5.66(300)	-1.54(300)
Battery 	4.15(1609)	4.97(1609)	-0.82(1609)
Camera 	4.44(2580)	4.99(2580)	<u>-0.54(2580)</u>
Voice Quality 	5.09(183)	6.04(183)	-0.94(183)

Results: 1 - 8 of 8

1 SEARCH – find calls with negative sentiment near mention of apps



2 AUTO-TOPIC DISCOVERY – conduct auto-topic analysis on resulting calls

GET TOPICS

phone	unwanted apps
problem	iphone
applications	likes
camera	bloat ware
battery	lost
miss	major

3 DRILL TO CALLS – review calls matching suspect topics to discover causes

- ▶ “... over two pages of unwanted apps if they were...”
- ▶ “... too many useless unwanted apps that will not uninstall...”
- ▶ “... phone comes with a lot of bloat ware and I can’t figure...”

IMPROVING NPS BY ENFORCING GOOD BEHAVIOR



Leading performance marketing reseller of home security systems. 300+ agents between inbound sales, customer service, and collections. Initially installed in late 2012 but dedicated focus to program in early 2014.

- * Repurposed 8 person manual QA team towards analytics
- * Measured soft skills for providing good customer experience
 - Acknowledge customer concern
 - One call resolution statement “anything else I help you with?”
 - Politeness, empathy – “Please” and “Thank you”
 - Branding call on close
- * At launch, 30% of calls contained desired language
- * One year later that number is at **80%**
- * Customer Satisfaction survey scores have increased and NPS score has increased by **18 points**
- * Through a separate sales initiative
 - **10%** increase in targeted product language
 - **13%** increase in product closed rates



Large Retail Chain with Photo Service

Retail chain specializing in pharmaceuticals offered an online greeting card printing service. A speech analytics workshop identified a costly printing issue with custom holiday cards, within 2 hours. This issue took two weeks to be identified through normal means, resulting in high customer dissatisfaction and costly reprinting/shipping charges.



- * 100% of interactions analyzed for customer satisfaction, likes, dislikes
- * Feedback available near instantaneously and continuously
- * Unlimited “questions” can be asked of the data
- * Correlation and root cause identified through analytics (why/how)
- * Data segmentation allows for analysis of every customer group/product
- * Includes feedback from the silent majority
- * Discovery of the “unknown” that could be driving negative experiences
- * Supports automated analysis of survey verbatims

THANK YOU

Brian.Kaufman@callminer.com

781-547-5666

Contact CallMiner for a test drive!

www.callminer.com/demo

@CallMiner

< [linkedin.com/company/CallMiner](https://www.linkedin.com/company/CallMiner)

 [facebook.com/CallMinerInc](https://www.facebook.com/CallMinerInc)

◇ sales@CallMiner.com